

Parliament. The recessed filter cigarette.



1. Theodore Jordan never could get the rabbit out of his hat, but he did get a fix from his cigarette holder. It gave him cleaner taste.



2. No need for a cigarette holder today. Parliament's filter is recessed, so you taste only rich, clean tobacco flavor. It's the simplest trick in smoking.

It works like
a cigarette
holder works.



King: 11 mg "tar," 0.9 mg nicotine
100's: 11 mg "tar," 1.1 mg nicotine
av. per cigarette, FTC Report Nov. '90

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.